Printed:	04/24/20
	Last Received
Traffic Order# 24390	
Confirmed	
Status	
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Mod#	
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Ver#	
7895366	

Rep Order# EC'd Yes

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08/30/2012 11:35 AM

Showing Bnytines: All Lines

) WASHINGTON) IAMIE ANDRUS Salesperson Phone# 202-872-1155 Salesperson FAX# Sales Office (Salesperson (() NATIONAL MEDIA RESEARCH PLANNING Rep Firm 815 SLATERS LANE ALEXANDRIA, VA 22314 821/P2/E 155/426/2980 5alesperso Agency C/P1/P2/E Flight Dates Hiatus Weeks Agency KSL-TV SALT LAKE CITY

" () NRCC-NATL REPUB CONG KRISTY MORAN NRCC IE 2012

2980

Phone# Buyer Fax#

Advertiser Estimate#

Station Product --- CONTRACT COMMENT ---

CONSISTENT WITH THIS ORDER, KAIZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KAIZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT 217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS MILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETENICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

In Day	Program	Time	I Ien	Dates	Spots/Week	Rate	Total Spots
1 Rating: 1.4	TODAY SHW2	98-10A	30	08/24-08/24	2	\$230.00	2
2 M-TH Rating: 1.4	TODAY SHW2 Buyline Comment: 2/DAY	9A~10A	:30	08/27-08/30		\$230.00	Œ
6 F Rating: 1.3	RACHAEL RAY	10A-11A	30	08/24-08/24	더	\$230.00	τl
7 W-TH Rating: 1.3	RACHAEL RAY Euyline Comment: 1/DAX	10A-11A	98 9	08/27-08/30	덕	\$230.00	막
11 Rating: 1.1	studio 5	11A-12P	٥ •	08/24-08/24	84	\$220.00	N
12 M-TB Rating: 1.1	STUDIO 5 Buyline Comment: 2/DAX	11A-12P	30	08/27-08/30	ω	\$220.00	00
16 F Rating: 2.1	KSL 5 NWS-NOON<	12 9-1 2	30	08/24-08/24	84	\$220.00	N
17 M-TH Rating: 2.1	KSL 5 NWS-NOOM<	12P-1P	:30	08/27-08/30	ω.	\$220.00	ထ

Buyline Comment: 2/DAY

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35 AM) WASHINGTON) JAMIB ANDRUS † 202-872-1155	4 + n m		\$85.00	\$275.00	\$275.00	1	\$375.00	\$375.00		\$820.00	\$850.00		\$725.00	\$725.00		\$150.00
Printed: 08/30/2012 11:35 AM 08/23/2012 11:33 AM ines		Salesperson FAX# Spotts/Week		ਜ	લ્પ	ω		NI	œ		N	ω		Ø	ω		М
90 Frinted Last Received: 08/23/2 Showing Buylines: All Lines		Sale	t 	08/26-08/26	08/24-08/24	08/27-08/30	**************************************	\$7 / BC = \$7 / 60	08/27-08/30		08/24-08/24	08/27-08/30		08/24-08/24	08/27-08/30		08/26-08/26
der# 24390 Last Showing B	() NATIONAL MEDIA RESEARCH PLANNING 815 SLATERS LANE ALEXANDRIA, VA. 22314 P1/P2/E 155/426/2980 sees 08/24/2012 - 08/30/2012	Len	1	. a	:30	: 30	e e	0	:30		: 30	06:		08:	08:		08:
Traffic Order# 24390 Si	() NATIONAL 81S SLATERS LAN ALEXANDRIA, VI C/P1/P2/E 155/42 Nates 08/24/20	Time		4056-46	ል የ ር የ	4 የ የ	رو ا ا		6A-7A		7A-8A	7A-8A		46-48	8A-9A		7A-8A
Status Confirmed	Agency (815 S ALE Agency C/P1/P Flight Dates Hight Dates	A CHIEFT															
7895366 Ver# 9 Mod# 3	KSL-TV SALT LAKE CITY r () NRCC-NAIL REFUB CONG NRCC IE 2012 2980 KRISTY MORAN	Program		SU RDWN-LINDSY	DR. PHIL	DR. PHIL Buyline Comment: 2/DAY	KSI 5 NW TDX 2		KSL 5 NW TDY 2	Buyline Comment: 2/Dax	TODAY SHW	TODAY SHW	Buyline Comment: 2/DAY	TODAY SHW	TODAY SHW	Buyline Comment: 2/DAY	SUM TODAY-NBC
Rep Order# 7 EC'd Yes	Station KSL-J Advertiser (Product NR(Estimate# 298 Bayer KRI	Fax# In Day		21 su Rating: 0.9	22 Rating: 1.1	23 M-TH Rating: 1.1	C2 000	Rating: 1.5	29 M-TH Rating: 1.5		32 F Rating: 2.4	33 M-TH Rating: 2.4		37 F Rating: 2.1	38 M-TH Rating: 2.1		42 su Rating: 1.0

Rep Order# EC'd Yes	7895366	Ver# 9	Mod# 3	Status Confirmed	med	Traffic Order# 24390	1390 Last Showing B	90 Prin Last Received: 08/ Showing Buylines: All Lines	Printed: 08/30/2012 11:35 AM 08/23/2012 11:33 AM ines	012 11:35 AM [3 of 5
Station KSL-Advertiser (Product Ni Estimate# 29 Buyer KI Phone#	KSL-TV SALT LAKE CITY () NRCC-NATL REI NRCC IE 2012 2980 KRISTY MORAN	SL-TV SALTLAKE CITY () NRCC-NATL REPUB CONG NRCC IE 2012 2980 KRISTY MORAN	CONG	Agency Agency Fight D Hiatus V	≱ ≢€	() NATIONAL MEDIA RESEARCH PLANNING 815 SLATERS LANE ALEXANDRA, VA 22314 P1/P2/E 155/426/2980 es 08/24/2012 - 08/30/2012)1A RESEAR(14 0 1/30/2012	CH PLANNING	Rep Firm Sales Office () Salesperson () Salesperson Phone#) WASHINGTON) JAMIB ANDRUS e# 202-872-1155	. 82	
In Day	Δii.	Program	ļ			Time	Len		Spot	Spots/Week Rate	a)	Total Spots
43 su Rating: I.5	Ä	Meet Press-sun	×.			8A-9A	1 08:	08/26-08/26	0		\$200.00	8
44 F Rating: 1.7	Z.	ksl s wws ar :	ις			5.2.5.3.0.12	:30	08/24-08/24	Ħ	119\$	\$675.00	Ħ
45 M-TH Rating: 1.7		KSL 5 NWS AT 5 Buyline Comment: 1/DAY	S /Day			5.8–530.p	30	08/27-08/30	ゼ	37.9\$	\$675.00	ক
49 Rating: 2.4	¥	ksi 5 nws at (\ta			6P-630P	30	08/24-08/24	ᆏ	3L9\$	\$675.00	r-l
50 M-TH Rating: 2.4	K: Buyline	KSL 5 NWS AT 6 Buyline Comment: 1/DAX	6 Day			6P-630P	300	08/27-08/30	ਧਾ	\$675	\$675.00	ফ
54 r Rating: 1.7	ថ	GAME NIGHT LIVE	VE			630P-72	:30	08/24-08/24	et.	\$550.00	00.0	면
55 M-TH Rating: 1.7	K: Buyline	KSL 5 NWS-6:30 Buyline Comment: 1/I	:30 1/DAY			630P-7P	:30	08/27~08/30	di.	\$550.00	0.00	41
59 Rating: 0.9	Ä	KSLS NWS-6p SA	æ			5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	:30	08/25-08/25	ri H	\$275.00	00	Ħ
60 F Rating: 2,9	Ħ	TONITE SHW-NBC<	č			10352-11372	.30	08/24-08/24	6	\$775.00	00.	Q
61 M-TH Rating: 2.9	T(Buyline	TONITE SHW-NBC< Buyline Comment: 2/DAY	C<			10352-11372	:30	08/27-08/30	ω	\$775,00	000:	ω

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012 11:35 AM [) WASHINGTON) JAMIB ANDRUS	e# 202-872-1155 #	Week	\$425.00	00.005\$	\$100.00	\$3,200.00	\$2,200.00	\$1,800.00	\$1,500.00	\$1,700.00	\$2,200.00	\$2,200.00	00.096\$	00.006\$
Printed: 08/30/2012 11:35 AM 08/23/2012 11:33 AM ånes	Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX#	Spot	N	r .	rd SO	9	гI	r.(Ö	D D	. -i	11	Ħ	p-J
90 Last Received: 08/ Showing Buylines: All Lines	EARCH PLANNING		14 88	08/25-08/25	08/26-08/26	08/25-08/25	08/28-08/28	08/29-08/29	08/24-08/24	08/30-08/30	08/29-08/29	08/28-08/28	08/30-08/30	08/30-08/30	08/24~08/24
# 24390 Showi	(EDIA RESI 2314 980	. 08/30/2012	Len	30 E E E E	08:	30	:30	30	-30	08:	:30	30	:30	30	130
Traffic Order# 24390 Si	XATI XATI	es 08/24/2012 - 08/30/2012 eks	Time	 1035P-1105P	#TT-#9\$0T	630F-7P	92-10E	년6~ <i>보신</i>	78-8F	6-48 6-48	9R-10P	용만-9위	8P-9P	3 2-1 05	46-48
Status Confirmed	Agency (Flight Dates Hiatus Weeks													
Ver# 9 Mod# 3	KSL-TV SALT LAKB CITY r () NRCC-NATL REPUB CONG NRCC IE 2012 2980	RAN	Program	SPORTS BEAT SA<	SPORTS BEAT SU	SPORTS BEAT SA	STARS BARN STRIPES	REPUBLICAN CONVENTION	amer talbny (r)	SAVING HOPE	LAW AND ORDER SVU	RNC COVERAGE	RNC COVERAGE	saving hope	GRIMM
Rep Order# 7895366 EC'd Yes	te# te#	Buyer KRISTY MORAN Phone# Fax#	In Day	65 SA Rating: 1.6	66 Rating: 1.9	67 SA Rating: 0.7	68 TU Rating: 9.7	69 Kating: 4.0	70 F Rating: 5.8	71 TH Rating: 9.7	72 W Rating: 9.7	73 TU Rating: 9.7	74 TH Rating: 9.7	75 TH Rating: 9.7	76 Rating: 9.7

S Of S		Total Spots	ਜ
35 AM) WASHINGTON) JAMIB ANDRUS : 202-872-1155	Ration of the control of the contr	\$200.00
I: 08/30/2012 11:35 AM 2012 11:33 AM	(Chone# ?AX#	Spots/Week	н
90 Printed: 08/30/20 Last Received: 08/23/2012 11:33 AM Showing Buylines: All Lines) NATIONAL MEDIA RESEARCH PLANNING Rep Firm Stales Office XANDRIA, VA 22314 Salesperson 2/E 155/426/2980 Salesperson I 08/24/2012 - 08/30/2012 Salesperson I	Dates	08/26-08/26
Traffic Order# 24390 Last Showing B	ATIONAL MEDIA RESEAR(ERS LANE DRIA, VA. 22314 155/426/2980 08/24/2012 - 08/30/2012	Len	0 m
Traffic O	^Q ₂ (πl Δi	Time	40T-46
Ver# 9 Mod# 3 Status Confirmed	Agency (815 ALE Agency C/PU/ Flight Dates Hights Weeks		
9 Mod# 3	UB CONG		7.
	ALT LAKE CITY RCC-NAIL REP 2012 MORAN	Program	KSL GOLF/NFL
Rep Order# 7895366 EC'd Yes	Station KSL-TV SALT LAKE CITY Advertiser () NRCC-NATL REPUB CONG Product NRCC IE 2012 Estimate# 2580 Bayer KRISTY MORAN Phone#	Day	77 su Rating: 9.7
Rep FC.	Station Advertise Product Estimate Bayer Phone#	a l	77 Rati

-REPORT TOTALS.-Report Totals: 116 / \$59,835.00

-SALES MONTHLY TOTALS-

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		KSL	
		* %	
		KJZZ KUTV	
84 / \$45,380.00		\$ B	
84 / \$		CABI	
Sep 12:		\$239,340	
Aug 12: 32 / \$14,455.00	Sales Totals: 116 / \$59,835.00 Station Totals: 116 / \$59,835.00 Lines not sent/rold/rtrn: 0 / \$0.00 —COMPETITIVE.—	Market Totals	null Ra35+
Aug 12:	Sales Totals: 11 Station Totals: Lines not sent/r —COMPETITIVE—		Books Demos

90

KTVX

0% 75%

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